

**City of Milpitas
Economic Development Commission
Monday, March 14, 2005**

APPROVED MINUTES

I. Flag Salute

Chairman Dhaval Brahmbhatt called the meeting to order at 6:00 p.m. and led the Pledge of Allegiance.

II. Roll

Commissioners Present:

Dhaval Brahmbhatt

Frank DeSmidt

Ray Maglalang

Diane McDonough

Tomo Tuong Nguyen (Alt. No. 1)

Donald Peoples

Vincent Songcayawon

City Council Liaison: Mayor Jose Esteves

Commissioners Absent: Dr. Karl Black, Charlene Tsao (Alt. No. 2)

City Staff: Cindy Maxwell

III. Announcements

Mayor Jose Esteves invited the Commission to attend the State of the City event and announced that Syed Mohsin was selected the 2005 Citizen of the Year. Chairman Brahmbhatt reviewed the events listed on the agenda and announced a nanotechnology seminar. Analyst Cindy Maxwell announced the City Clerk's retirement, a public meeting on the BART project and reminded the Commissioners to complete a survey on invocations. Vice Chair Frank DeSmidt reported on a recent trip to Sacramento by the Chamber of Commerce and discussed some agenda items for the next Council meeting.

IV. Citizens Forum

There were no comments from the public.

V. Agenda

Motion to approve the agenda as submitted. M/S: McDonough/Songcayawon

Ayes: All Noes: None Absent: Black

VI. Minutes

Commissioner Songcayawon indicated he did not arrive late to the meeting as the minutes indicated on page 1.

Motion to approve the February 14, 2005 Minutes as amended.

M/S: McDonough/Songcayawon

Ayes: All Noes: None Absent: Black

VII. Unfinished Business

1. Economic Strategic Plan

Maxwell reported on the status of the Economic Strategic Plan. There was discussion on how the Plan will be used, how the City is currently marketed and how businesses identify their Milpitas location. It was suggested that Milpitas should emphasize its close proximity to the San Jose Airport.

2. Chamber of Commerce Location

Commissioner Peoples reviewed his updated cover memo. Commissioner McDonough thanked Commissioner Peoples for serving as the Task Force Chair. There was discussion regarding the Chamber of Commerce providing visitor bureau services for the City and other possible options for Chamber offices.

The Commission discussed various options, both long term and short term, including the feasibility of acquiring a permanent site. Commissioner Nguyen suggested the Chamber approach the City for funding. Mayor Esteves suggested the Commission provide specific recommendations to the City Council.

The Commission discussed options, funding and the Task Force purpose further.

Motion: Recommend to the City Council that they consider contracting with the Chamber to perform the function of a Visitors Bureau and other possible tasks that would be of value to the City. If this could be accomplished to mutual benefit, the Chamber should be able to afford a quality permanent home. M/S: DeSmidt/McDonough

There was discussion regarding the short and long term options in Commissioner Peoples' memo and how best the Commission should frame its recommendation to the City Council.

Commissioner Maglalang asked the makers to amend their motion. Vice Chair DeSmidt withdrew his motion.

Motion: Recommend to the City Council that the Chamber receive outside financial resources in order to afford a quality location. One thought is for the City to contract with the Chamber to act as the City's Visitors Information Bureau and other possible tasks that would be of value to the City. Long term: Chamber to occupy a city-owned facility with minimal rent. M/S: Maglalang/McDonough

Commissioner Songcayawon proposed an amendment to the motion to provide for three years of funding and after that time to help the Chamber of Commerce find a permanent location. The proposed amendment was not used.

Ayes: All

Abstain: Peoples

Noes: None

Absent: Black

Motion: Commissioner Peoples will present the Commission and Task Force recommendations to the City Council. M/S: Songcayawon/Maglalang

Ayes: All Noes: None Absent: Black

VIII. New Business

3. Nanotechnology Presentation

Chairman Brahmhatt asked that this item be continued to the next meeting.

Motion: Continue item to the next Commission meeting. M/S: DeSmidt/Peoples

Ayes: All Noes: None Absent: Black

4. Transient Occupancy Tax

Maxwell briefed the Commission on the City's Transient Occupancy Tax (TOT). There was discussion regarding the original purpose of the TOT. Commissioner McDonough noted that a portion of the TOT revenue should be used to support the visitor industry. The Commission asked for clarification of how sales tax and the TOT are calculated. Vice Chair DeSmidt asked if a ballot measure could ask voters if a part of the TOT should be used for tourism. He also inquired into the status of the building reserve fund. It was the consensus of the Commission to continue the discussion of the TOT to the next meeting.

IX. Next meeting agenda

Maxwell noted the next agenda would include the Economic Strategic Plan, the nanotechnology presentation and the 4th of July parade.

X. Adjournment

The Chairman adjourned the meeting at 8:20 p.m.

Respectfully submitted,
Cynthia Maxwell, Principal Analyst